



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Mentzer Media Services
600 Fairmount Ave
Suite 306
Towson, MD 21286-1002

Contract # 850230
Schedule Dates 08/23/12-08/28/12
Advertiser Americans for Prosperity (30204)
Agency/T-Code Mentzer Media Services (3924)/833926835
Product Political - Candidate (1077)
Brand Americans for Prosperity (SENATE) (172581)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name KOHLBAUER,STEPHANIE
Phone/Fax /
CPE 346
Account Types National/Political PAC - Agency
Billing Type Weekly/Irregular
Comments AMER 4 PROS-SENATE

Date Entered 08/22/12
Last Modified 08/24/12
Entered By Pennie Marsh
CO-OP No
Headline # 06293009
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,390.00
Net Total \$19,210.00
Sales Tax

Norfolk (WVEC) (WVEC)		Rate
By Broadcast Month	Spots	
Aug. 2012	16	\$13,950.00
Sep. 2012	6	\$8,650.00
Grand Total:	22	\$22,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/23/12-08/24/12	4	:30	6:58p- 7:28p (ET)	3				X	X			3	\$1,500.00	\$4,500.00	Norfolk (WVEC) (WVEC)		8/22/12
2.0	Normal Line / SPOT	08/23/12-08/24/12	4	:30	7:28p- 7:57p (ET)	3				X	X			3	\$1,800.00	\$5,400.00	Norfolk (WVEC) (WVEC)		8/22/12
3.0	Normal Line / SPOT	08/25/12-08/25/12	4	:30	5:58a- 8a (ET)							2		2	\$380.00	\$760.00	Norfolk (WVEC) (WVEC)		8/22/12
4.0	Normal Line / SPOT	08/25/12-08/25/12	4	:30	8a- 9a (ET)							1		1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)		8/22/12
5.0	Normal Line / SPOT	08/25/12-08/25/12	4	:30	6p- 6:30p (ET)							1		1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)		8/22/12
6.0	Normal Line / NASCAR	08/25/12-08/25/12	4	:30	7:30p- 11p (ET)							1		1	\$550.00		Norfolk (WVEC) (WVEC)		8/22/12
6.0.1	Closed Preempt	08/25/12															Norfolk (WVEC) (WVEC)	S/T-Political/Exception - POLITICAL	
7.0	Normal Line / SPOT	08/26/12-08/26/12	4	:30	5:58a- 8a (ET)							1		1	\$320.00	\$320.00	Norfolk (WVEC) (WVEC)		8/22/12
8.0	Normal Line / SPOT	08/26/12-08/26/12	4	:30	8a- 9a (ET)							1		1	\$580.00	\$580.00	Norfolk (WVEC) (WVEC)		8/22/12
9.0	Normal Line / SPOT	08/26/12-08/26/12	4	:30	9a- 9:30a (ET)							2		2	\$200.00	\$400.00	Norfolk (WVEC) (WVEC)		8/22/12
10.0	Normal Line / SPOT	08/26/12-08/26/12	4	:30	9:30a- 9:58a (ET)							1		1	\$320.00	\$320.00	Norfolk (WVEC) (WVEC)		8/22/12
11.0	Normal Line / SPOT	08/26/12-08/26/12	4	:30	9:58a- 11a (ET)							1		1	\$320.00	\$320.00	Norfolk (WVEC) (WVEC)		8/22/12
12.0	Normal Line / SPOT	08/27/12-08/28/12	4	:30	6:58p- 7:28p (ET)	3	X	X						3	\$1,500.00	\$4,500.00	Norfolk (WVEC) (WVEC)		8/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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13.0	Normal Line / SPOT	08/27/12-08/28/12	4	:30	7:28P-7:57P (ET)	2	X	X						2	\$1,800.00	\$3,600.00	Norfolk (WVEC) (WVEC)		8/22/12
14.0	M/G For 6.0.1 / SPOT	08/27/12-08/28/12	4	:30	5A-5:58A (ET)	1	X	X						1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)		8/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>WVEC</u>	Date: <u>8/20/12</u>
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I, Lauren A. Schumacher
do hereby request station time concerning the following issue:

Americans for Prosperity

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES					

Total Charges: \$ 22600 GROSS

This broadcast time will be used by: Americans for Prosperity

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

850230

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

1/17/2012 John Flynn 703-224-3200
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Penne Mark Penne Marsh NSC
Signature Printed Name Title